February 9, 1995

Philip Morris
Parliament Lights
Incremental Spending Recommendation

2071443621

Source: https://www.industrydocuments.ucsf.edu/docs/njnm0004

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AGENDA

I. Planning Assumptions

II. Plan Alternatives
- Option I: Plan Enhancement
  - Out-of-Home
  - Print
- Option II: Plan Expansion
  - Out-of-Home
  - Print

III. Recommendation/Rationale

IV. Next Steps

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Planning Assumptions:

- The incremental media spending recommendation has been developed based on the existing strategies for the current 1995 media plan:

⇨ Budget: $1.2MM Incremental

⇨ Target: Adult Smokers LA-34, 50/50 M/F Skew

⇨ Creative Units: Print: P4CB

OOH: Bulletins, 30 Sheets, Bus Shelters, Taxi Tops

⇨ Seasonality: Sales are relatively flat with a slight increase during the summer months. Activity will be scheduled throughout the year as affordable.

⇨ Geography: Region I plus Florida. Specifically:

- Maine
- New Hampshire
- Vermont
- Massachusetts
- Rhode Island
- Connecticut
- New York
- Pennsylvania
- New Jersey
- Florida

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Planning Alternatives:

- Based on these assumptions, we have reviewed the current plan and developed two plan alternatives for the incremental funds.

  - ⇨ Option I: Plan Enhancement (Incremental Frequency)
    - ◊ Enhances the existing plan by improving delivery within current print vehicles and OOH markets via additional frequency.
  - ⇨ Option II: Plan Expansion (Incremental Coverage)
    - ◊ Builds upon the existing plan by expanding the OOH market coverage to include one additional market.
    - ◊ Additionally, increases continuity in Miami, a strong growth opportunity market, to provide a presence throughout the year.

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Option I: Plan Enhancement

- The recommended additions for Option I are as follows:

OOH:

– New York:			
⇨ Cross Bronx Exp	1 Bulletin	Mar. - Dec.	$180.0M
⇨ NJ Turnpike	1 Bulletin	Mar. - Dec.	$110.0M
– Philadelphia:			
⇨ Atlantic City	1 Bulletin	Mar. - Dec.	$133.4M
– Miami:			
⇨ I-595 Replacement	1 Bulletin	Mar. - Dec.	$ 40.0M
– Boston:			
⇨ Taxi Tops	200 Units/Mo	Aug.+Dec.	$ 56.0M
Total OOH:			$519.4M

Print::

– One additional insertion in each publication currently on the plan, primarily scheduled during the summer months.	$497.5M
– Two new titles have been added to the plan, Esquire and In-Style, for a total of five insertions each.	$174.5M
Total Print:	$672.0M
Grand Total:	$1,191.4M

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Young & Rubicam New York

2/8/95

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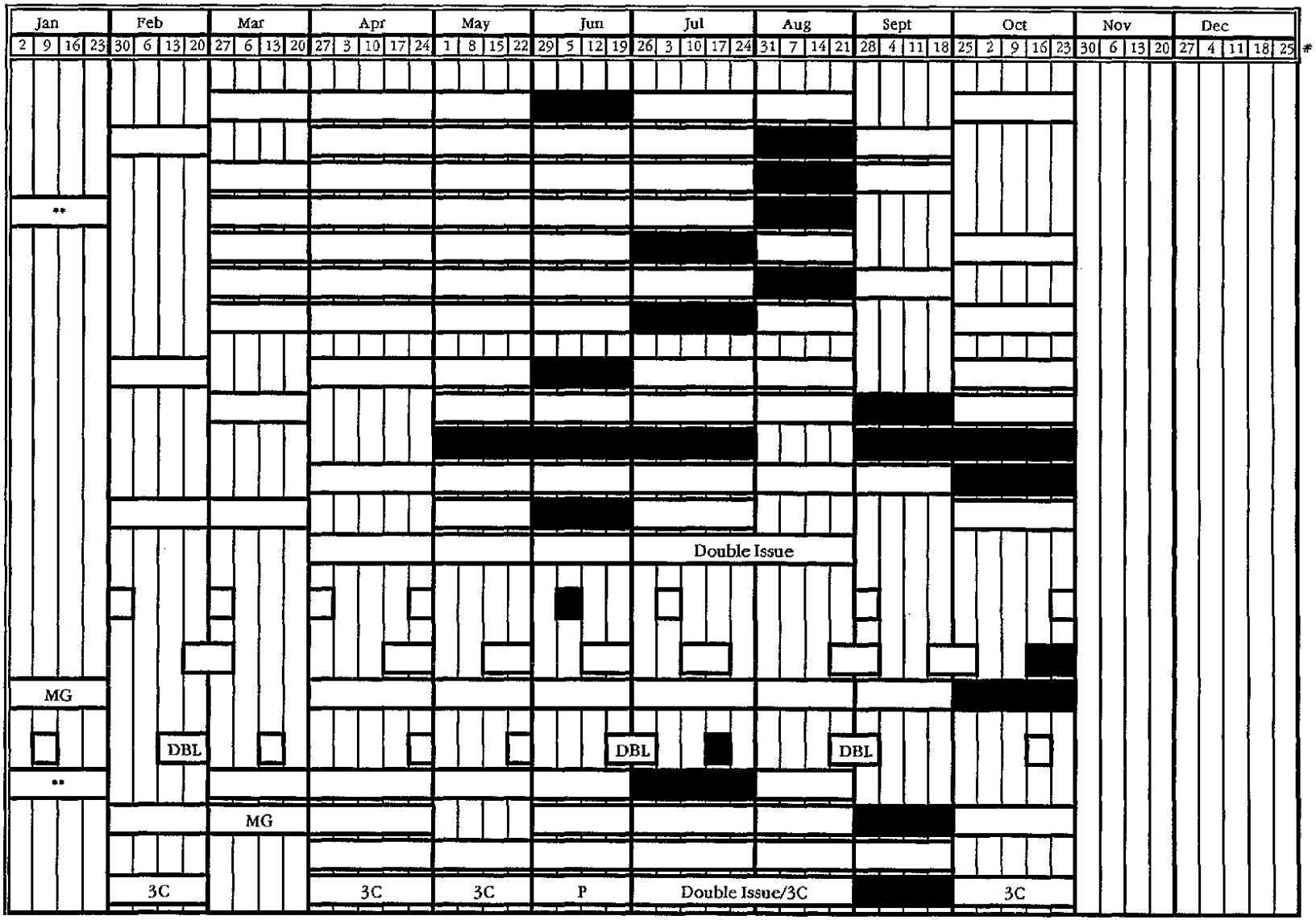
1995 Print Media Plan
Option I



**: Billed against 1994 Budget MG: Makegood 3C: 3rd Cover 4C: 4th Cover DBL: Double Issue

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Young & Rubicam New York

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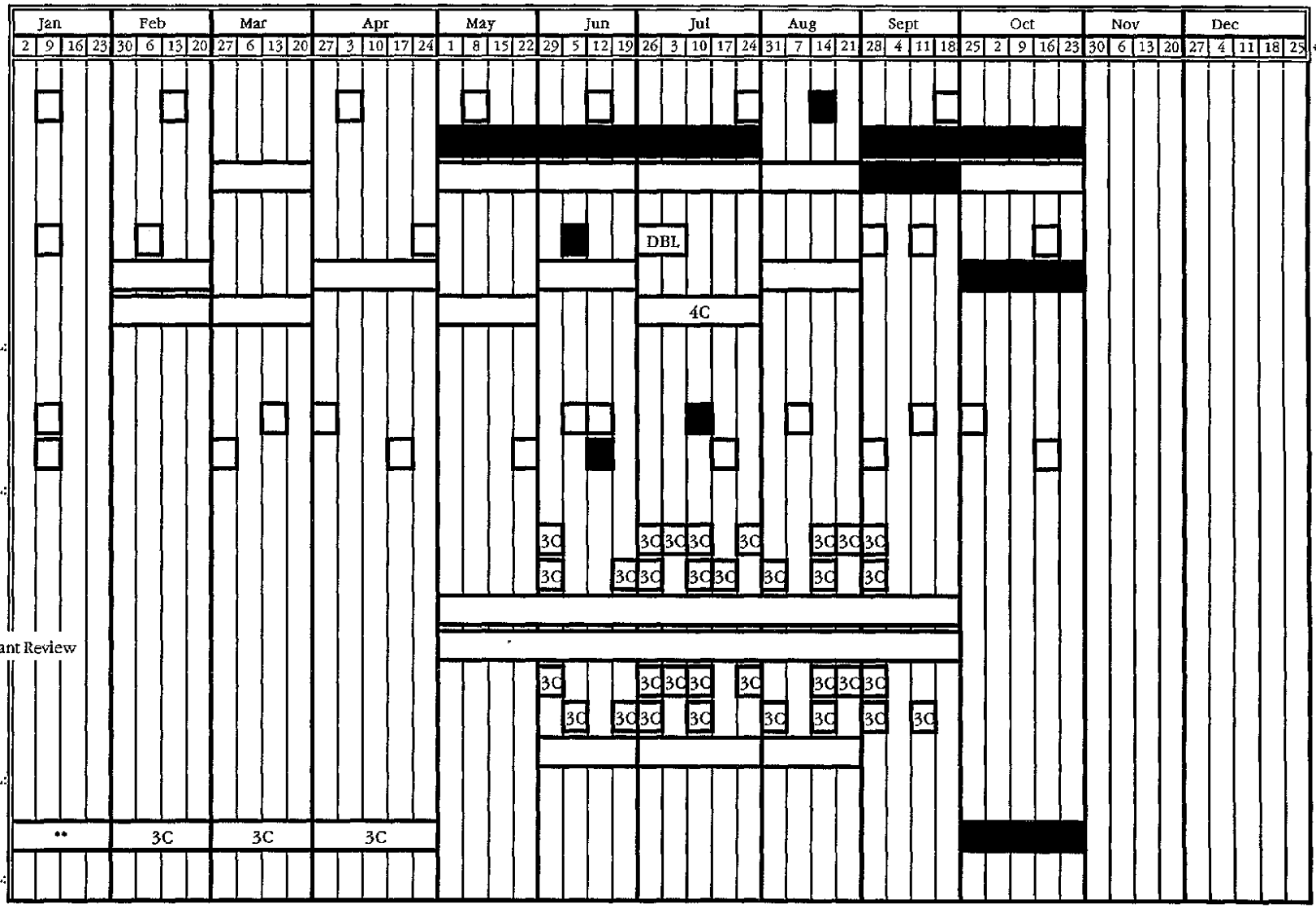
1995 Print Media Plan
Option I



Publication	# Ins.	Total Cost $(000)
Entertainment		
People	8	$259.2
Instyle	5	$60.0
Us	7	$102.9
Regional		
NY Magazine	8	$317.6
Manhattan File	5	$32.0
Playbill	4	$147.2
SUB-TOTAL:	183	$3,791.6
Newspaper		
Boston Phoenix	9	$87.3
Village Voice	8	$65.6
SUB-TOTAL:	17	$152.9
Party Zone		
Dan's Papers	8	$24.0
Hampton's	8	$47.2
Hamptons Hand.	1	$4.6
Hamptons Restaurant Review	1	$1.5
Fire Island News	8	$28.0
Fire Island Tide	8	$25.6
Atlantic City Mag.	3	$12.3
SUB-TOTAL:	37	$143.2
Miami		
Ocean Drive	5	$20.0
GRAND TOTAL:	242	$4,107.7

**: Billed against 1994 Budget MG: Makegood 3C: 3rd Cover 4C: 4th Cover DBL: Double Issue

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Option II: Plan Expansion

- The second option expands the Out-of-Home coverage into one new market, Washington D.C., and provides continuity in Miami during the summer months. Washington's urban demographics are consistent with the Parliament user profile and the market's SDI is already above average with no advertising support.

OOH:				
– Miami:				
⇨ Bulletins	12 Units	25 Showing	Jun. - Sep.	$141.9M
⇨ Bus Shelters	50 Units	50 Showing	Jun. - Sep.	$103.6M
– Washington, D.C.,:				
⇨ Bulletins	7 Units	10 Showing	Jul. - Dec..	$231.0M
⇨ Bus Shelters	50 Units	50 Showing	Jul. - Dec.	$279.9M
– Total OOH:				$756.4M
Print:				
– Same as Option I, with the exception of no new titles (Esquire, In-Style)				$497.5M
– Grand Total:				$1,253.9M

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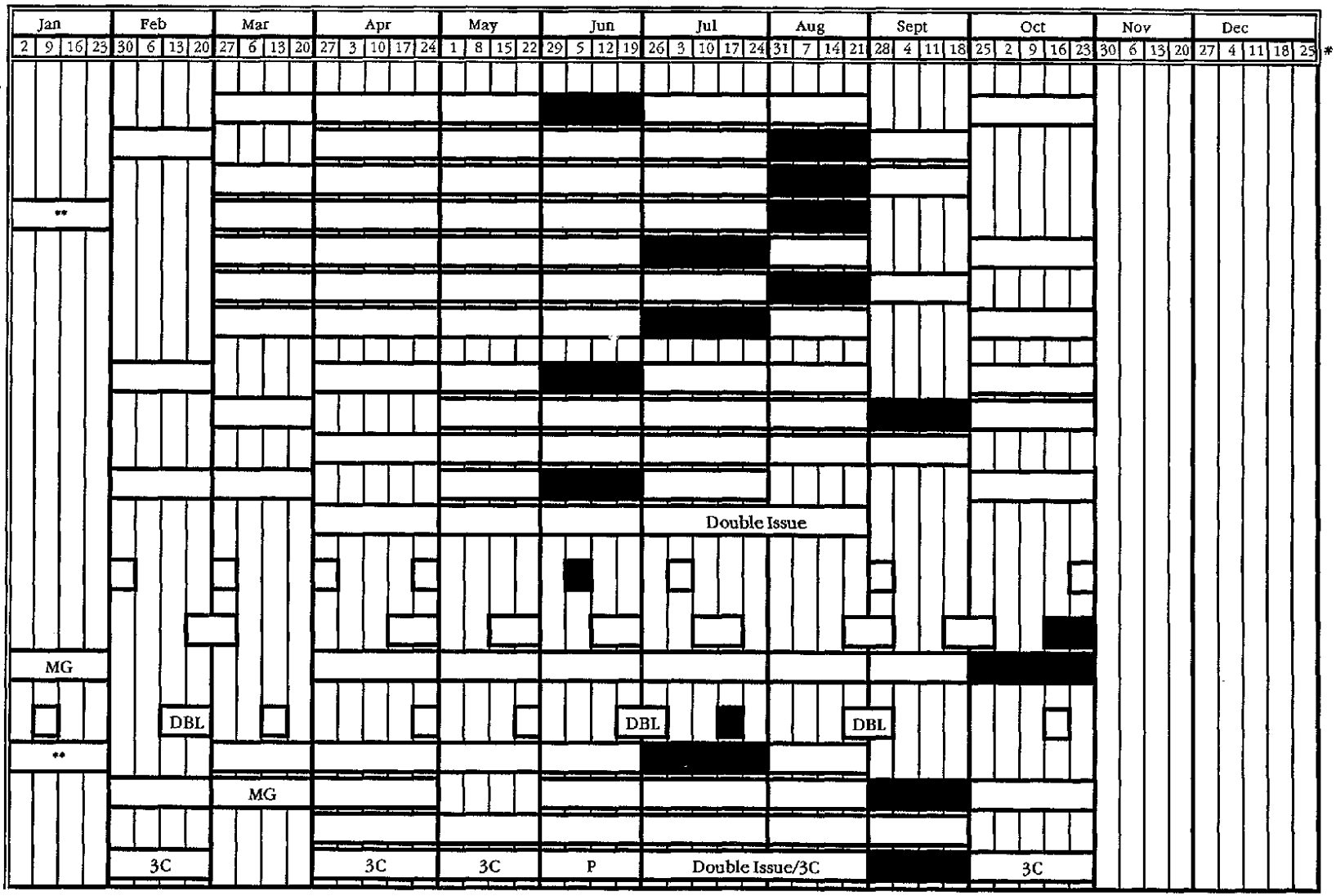
1995 Print Media Plan
Option II



**: Billed against 1994 Budget MG: Makegood 3C: 3rd Cover 4C: 4th Cover DBL: Double Issue

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Young & Rubicam New York

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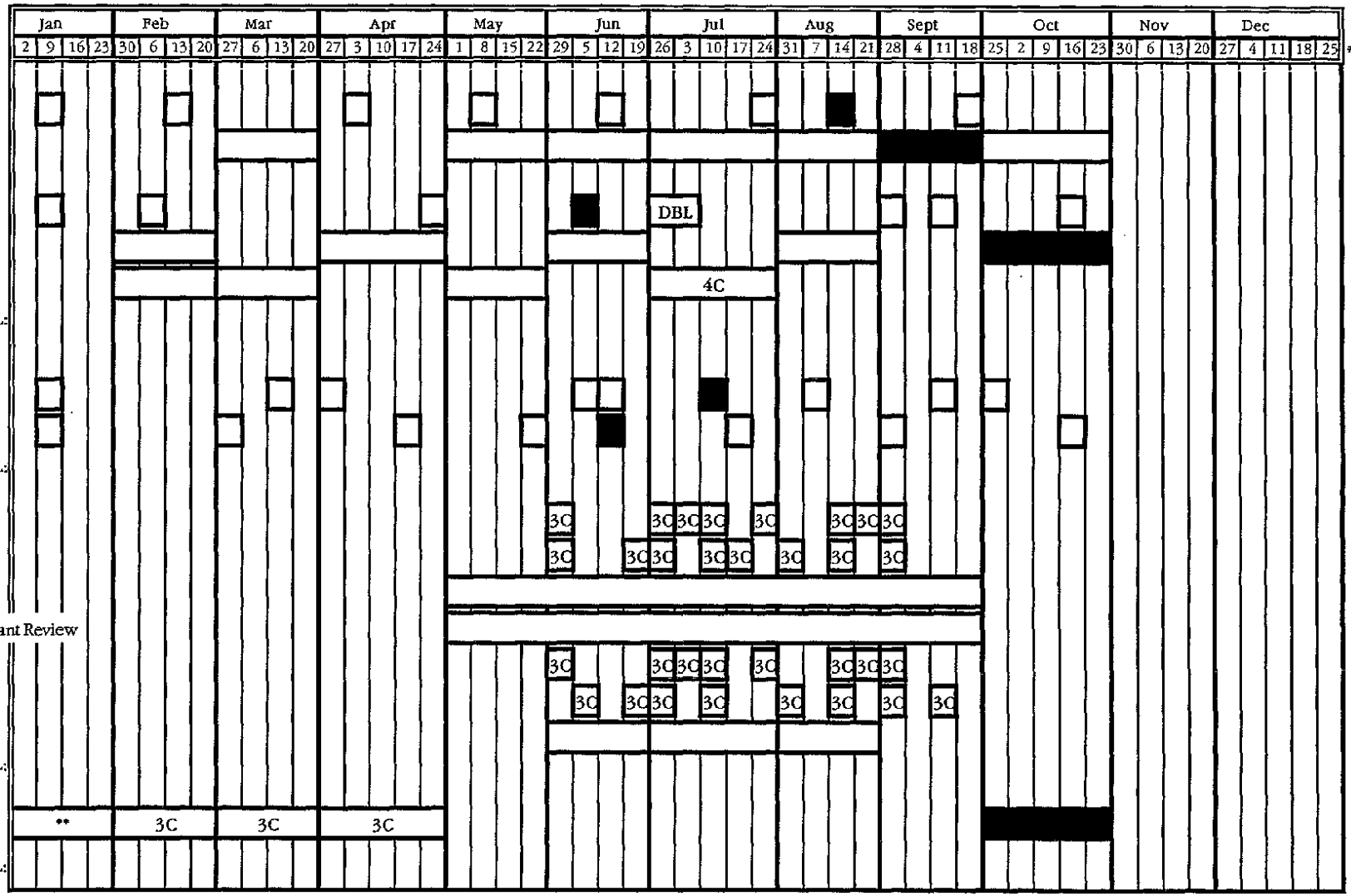
Philip Morris
Parliament Lights
1995 Print Media Plan
Option II



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Regional		
NY Magazine	8	$317.6
Manhattan File	5	$32.0
Playbill	4	$147.2
SUB-TOTAL:	173	$3,617.1
Newspaper		
Boston Phoenix	9	$87.3
Village Voice	8	$65.6
SUB-TOTAL:	17	$152.9
Party Zone		
Dan's Papers	8	$24.0
Hampton's	8	$47.2
Hamptons Hand.	1	$4.6
Hamptons Restaurant Review	1	$1.5
Fire Island News	8	$28.0
Fire Island Tide	8	$25.6
Atlantic City Mag.	3	$12.3
SUB-TOTAL:	37	$143.2
Miami		
Ocean Drive	5	$20.0
GRAND TOTAL:	232	$3,933.2

**: Billed against 1994 Budget MG: Makegood 3C: 3rd Cover 4C: 4th Cover DBL: Double Issue

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Source: https://www.industrydocuments.ucsf.edu/docs/njnm0004

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Recommendation/Rationale

- Although expanding the OOH coverage in Option II is an interesting idea, we recommend improving the current plan via Option I at this time for the following reasons:

  ⇨ Four current markets represent first priority in terms of incremental support

  ⇨ Current print delivery is slightly low and needs additional bolstering

  ⇨ We need to verify additional market selection via sales data

  ⇨ We need to maximize impact/delivery in current vehicles/markets before expanding into new markets

2071443631

Source: https://www.industrydocuments.ucsf.edu/docs/njnm0004

2/8/95

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PARLIAMENT LIGHTS
OVERALL MEDIA BUDGET SUMMARY
OPTION I
$(000)

MEDIA VEHICLE	JAN.	FEB.	MAR.	APR	MAY	JUNE	JULY	AUG	SEPT.	OCT	NOV	DEC	TOT. YEAR
PRINT *	$274.8	$433.9	$364.2	$514.5	$507.0	$614.0	$522.9	$381.4	$369.0	$126.2	$0.0	$0.0	$4,107.9
OOH **	$291.2	$340.7	$500.0	$605.4	$642.4	$584.2	$502.8	$486.0	$428.7	$381.5	$442.6	$442.6	$5,648.1
GRAND TOTAL	$566.0	$774.6	$864.2	$1,119.9	$1,149.4	$1,198.2	$1,025.7	$867.4	$797.7	$507.7	$442.6	$442.6	$9,756.0
% OF TOTAL DOLLARS	6%	8%	9%	11%	12%	12%	11%	9%	8%	5%	5%	5%	100%

* Print is based on On Sale Dates
** OOH is based on posting dates (15th of the month)

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Source: https://www.industrydocuments.ucsf.edu/docs/njnm0004

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Monthly Reach & Frequency (FLINT)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total Year
Base Plan:											
- Adult Smokers LA-34	26/1.5	48/1.8	41/1.9	54/2.4	50/2.3	44/2.3	52/2.2	31/1.9	46/1.8	39/1.8	80/9.8
- Adult Smokers LA-24	29/1.5	53/1.9	47/2.2	61/2.7	58/2.6	52/2.5	58/2.4	41/2.0	52/2.0	46/1.9	84/11.9
Enhanced Plan:											
- Adult Smokers LA-34	26/1.5	48/1.8	41/1.9	54/2.4	50/2.3	55/2.5	55/2.5	44/2.3	48/2.0	44/2.0	81/11.3
- Adult Smokers LA-24	29/1.5	53/1.9	47/2.2	61/2.7	58/2.6	62/2.8	62/2.8	52/2.3	55/2.2	53/2.6	86/13.7

Source: 1994 MRI Doublebase

2071443633

Source: https://www.industrydocuments.ucsf.edu/docs/njnm0004

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Next Steps:

- Gain Client approval of Incremental Spending Recommendation
- Select Out-of-Home locations
- Buy print based on appropriate timing
- Investigate market expansion further based on sales information

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Source: https://www.industrydocuments.ucsf.edu/docs/njnm0004

Appendix

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Source: https://www.industrydocuments.ucsf.edu/docs/njnm0004

Editorial Profiles for Additional Publications for Option I

Esquire: **Edited with a journalistic focus on how a man lives and the way he thinks. In its coverage of men's interests and their leisure pursuits, matters of style and fashion, culture and personalities, business and politics, and travel and entertaining are examined.**

In Style: **A guide to the lives and lifestyles of the world's fascinating people. The magazine covers the private side of public faces and the expression of personal style - the choices people make about their homes, their clothes, their pastimes and passions. With photos and features, it opens the door to celebrities' homes, families, parties, weddings, and charity events, offering ideas about beauty and fashion, fitness and entertaining.**

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